

REMARKS

Claims 1-11 remain pending in the application.

The rejection of all of the claims as obvious over Kagami in view of Bloomberg is respectfully traversed.

Kagami is understood to disclose a method of virtually “trying-on” apparel, without sharing private information (e.g., user measurements) to the apparel vendor.

Contrary to the suggestion in the Action, Kagami does not teach a printed catalog. Instead, Kagami seemed to contemplate an exclusively electronic arrangement, e.g., in which clothing is offered for sale over a video channel.

Similarly, and again contrary to the suggestion in the Action, Kagami is not understood to teach images that are encoded with machine-readable indicia.

Likewise, several other assertions in the Action regarding Kagami’s teachings appear ill-founded, seeming to draw from applicants’ claims rather than from the disclosure of the reference.

Moreover, some of the claims include features that are not taught by either of the references, and that are not addressed in the Action. One such feature is the garment tag required in claim 11.

In view of the shortcomings of the primary reference, applicants submit that a *prima facie* case of obviousness has not been established as to any of the independent claims. Accordingly, applicants do not here address the shortcomings of the secondary Bloomberg reference, or the various features required by the claims that are neither taught nor suggested by any of the cited art.

The Examiner’s attention is drawn to the following applications, which concern related subject matter:

S/N	Notes
09/314,648	Issue fee paid 9/03; Ex'r Patel, AU 2625
09/342,971	Appealed; then non-final action issued; Ex'r Lastra; AU 3622
09/343,101	On appeal; Ex'r Lesperance, AU 2674

09/543,125	On appeal, Ex'r Hess, AU 2876
09/571,422	Awaiting examination, Ex'r Campbell, AU2178
09/679,261	Appealed; non-final action then issued, Ex'r Liang, AU 2674

Reconsideration and passage to issuance are solicited.

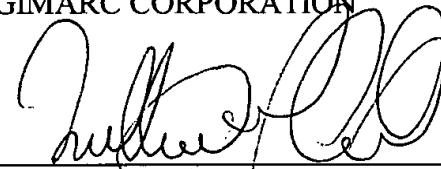
Date: October 16, 2003

**CUSTOMER NUMBER 23735**

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Respectfully submitted,

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